

# INGRID M. K. GENTRY

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Seasoned finance leader with experience in business strategy, financial management and commercial operations in complex enterprises. Targets opportunities and drives performance through growth orientation, resource alignment and performance optimization.

Embraces new challenges, builds strong teams, and collaborates across organizations. Equally effective in the Boardroom and Executive Suite to accelerate revenue, profit and value. P&L and international leadership experience.

## CAREER HISTORY

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### UNIVERSITY OF LOUISVILLE

*Nationally recognized, state supported metropolitan research university and academic medical center in Kentucky's largest metropolitan area*

#### INTERIM ASSOCIATE VICE PRESIDENT – FINANCE / CONTROLLER

2017

Retained to introduce and enhance financial reporting and decision support analytics

- Implementing new reporting and analysis including delivering monthly rather than quarterly financial statements to senior leadership; establishing communication channels and process through dispersed university fiscal officers to improve quality of financial insights; supported first ever intra-year financial forecast.
- Leading projects as diverse as raising debt, managing balance sheet for cash, and developing indirect cost proposal for federal grants.
- Direct offices of accounting, tax, treasury, payroll and bursar.

### KEURIG GREEN MOUNTAIN

*~\$5B consumer products company with dominant position in single-serve coffee makers and originator of the K-cup hot beverage format*

#### CFO, VICE PRESIDENT - NORTH AMERICA

2015 – 2016

Hired as likely successor to public company CFO just prior to announcement of private equity acquisition. As member of U.S. Executive Leadership Team, led commercial finance for largest division during public-to-private transition:

- Drove design and implementation of a new financial reporting system which replaced three systems and significantly accelerated financial report production and performance analytics.
- Originated predictive analytics which illuminated consumer and retailer purchase behavior.
- Designed finance organization to match talents to needs and enable individual and team development.

### BROWN-FORMAN CORPORATION

*~\$4B publicly traded, family-controlled, global consumer products company with portfolio of market-leading brands, including Jack Daniel's Tennessee Whiskey®, sold in 150+ countries*

#### SENIOR VICE PRESIDENT, FINANCE, REGIONS & BRANDS

2013 – 2015

#### VICE PRESIDENT – REGIONAL OPERATIONS & STRATEGY

2012

Promoted to advance global finance strategy, effective commercial organizations, and growth. Served as Chief of Staff to the COO for a year, and returned to a senior global finance role reporting to the CFO. Eleven direct reports in global brands, regional finance and corporate financial planning and analysis. Two hundred person finance team responsible for corporate planning, budgeting, Board/executive reporting, brand/region-specific resource allocation, performance analytics and management.

- Advanced the CEO's aggressive growth agenda as co-chair of the Planning & Operating Council that influenced P&L and operating performance issues. Unified business strategies across six regions and four global brands.
  - Achieved industry-leading shareholder returns of 30% in 2014. Collaborated with executive team to drive three consecutive years of revenue, profit and market share growth.

- Delivered compelling narratives of financial results for Board and Wall Street updates as market capitalization increased from \$14B to \$20B in three years.
- Led strategic analysis for international expansion and advised the COO on global growth opportunities.
  - Developed strategies that increased international sales from 55% to 60%+ of total sales in two years.
  - Created an enterprise growth optimization model to allocate resources to areas of higher return / limited risk.
  - Leveraged best practices among key markets, accelerating forward integration across the globe.
- Served as executive sponsor for succession planning, employee engagement and corporate philanthropy.
  - Launched the first global commercial talent review and succession planning process for 1,000 managers.
  - Elected to leadership role in employee resources group dedicated to supporting advancement of women in the organization.
  - Increased contributions 25% as 2014 United Way Campaign Co-Chair.

**AREA DIRECTOR, CENTRAL EUROPE****2009 – 2012****FINANCE DIRECTOR, ASIA-PACIFIC****2007 – 2009**

Rotated through a series of expatriate senior management positions during a period of aggressive global expansion. Successfully served as the top finance executive for the culturally diverse, \$300M Asia-Pacific business based in Australia. Later given full P&L responsibility for the \$60M Central Europe region and a 50-member geographically dispersed sales, marketing, and finance team.

- Applied strategic insights and experience to achieve profitable growth across two of six global regions during a period of international expansion.
  - Generated 3-5% YOY growth in Central Europe during a multi-year global economic downturn. Aligned human capital, distributor relationships and financial resources. Implemented best practices in trade marketing, brand positioning, and distribution.
  - Served as financial leader of the \$300M Asia Pacific operating division. Led financial planning/analysis, reporting, accounting and supply chain functions. 15 direct reports.
- Developed and executed new product launches, pricing, route-to-market plans, brand positioning, and market alignment in emerging and mature countries on three continents.
  - Drove double-digit sales growth in India and Australia. Moved Korea into super-premium channels.
  - Restructured retail pricing in Australia to sustain margins and grow share despite a 70% excise tax increase.
  - Leveraged lifestyle marketing by category, brand, and product line to capitalize on consumer trends.
  - Shaped Pan-European strategies and key distribution relationships to improve cost and market access across the Czech Republic, Slovakia, Hungary, West Balkans, Netherlands, Switzerland, Austria, Nordics and Baltics.

**VICE PRESIDENT, CORPORATE DEVELOPMENT****2002 – 2006****ASSISTANT VICE PRESIDENT, CORPORATE DEVELOPMENT****1997 – 2002**

Promoted into a senior role to work with the Board, Executive Committee and Corporate Strategy Subcommittee to advance business transition, global expansion, profitable growth and shareholder value.

- Completed acquisitions totaling \$550M+ to add key brands, establish growth categories, and advance market share.
- Orchestrated the \$200M divestiture of non-core businesses including Lenox and Hartmann that resulted in the creation of a focused global wine/spirits market leader.
- Recruited new MBA talent; the sole entry point for finance professionals at the time. Significant proportion of hires ascended to key financial leadership roles across the corporation, e.g., Chief Accounting Officer and Corporate Analytics Director.

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**EARLY CAREER**

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ASSOCIATE – BOWLES HOLLOWELL CONNOR & CO.	1993 – 1997
FINANCIAL ANALYST – TRANS LEASING INTERNATIONAL, INC.	1992 – 1993
ASSISTANT VICE PRESIDENT – FIRST UNION NATIONAL BANK OF NORTH CAROLINA	1989 – 1992

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**EDUCATION**

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MBA – NORTHWESTERN UNIVERSITY KELLOGG GRADUATE SCHOOL OF MANAGEMENT <i>Strategy &amp; Finance Concentration</i>	1993
BS, BUSINESS, <i>Magna cum Laude</i> – WAKE FOREST UNIVERSITY	1989